



ASCB | EMBO 2019 meeting

Washington, DC • December 7-11

2019 Support Opportunities

EXHIBITS: DECEMBER 8-10, 2019

MAKE A BIG IMPACT IN 2019!

703-631-6200 | 800-564-4220 | ascbexhibits@spargoinc.com

You've made the commitment to exhibit at the 2019 ASCB|EMBO meeting, now what?

Drive traffic to your booth, increase brand awareness, maximize your ROI and stand out in the crowd with a Support Opportunity. Designed to fit every budget and need, we have the right opportunity for you!

Marketing Opportunities

OPENING NIGHT RECEPTION - \$25,000 (Exclusive)

Help us welcome our attendees at the Opening Night Reception. Taking place immediately after the Keynote, the reception offers attendees the chance to mingle and network with colleagues over light hors d'oeuvres and a cash bar. Benefits for support include signage and tabletop display at the reception, full page black and white ad in the Annual Meeting Program, Mobile App Push Alert, announcement during conclusion of Keynote, recognition on the meeting website, and an Upgraded Exhibitor Listing.

KEYNOTE - \$15,000 (Exclusive)

Your organization's logo will be displayed on a slide prior to the Keynote session, on the dais and lectern, in the Annual Meeting Program and ASCB Newsletter, and on the meeting website and mobile app. Signage with your logo will be placed at the Keynote entrance and in the Registration area. In addition, a table to place your literature will be placed by the entrance to the Keynote.



LANYARDS - \$10,500 (Exclusive)

Your organization's name and logo will be displayed on the meeting badge lanyards. This highly visible opportunity will be seen by thousands. Your support will be acknowledged in the Annual Meeting Program, the ASCB Newsletter, on the website, and on the Mobile App.

*Price does not include purchase, production, or delivery.

ESCALATOR CLINGS - \$7,600

Reach a captive audience as they enter the Exhibit Hall in either Concourse A or B.

REGISTRATION CONFIRMATIONS - \$7,500 (Exclusive)

Reach all ASCB|EMBO attendees! With your support, not only will your organization's ad appear on the registration confirmation webpage and on every confirmation communication delivered via email, but your ad will also be included on an email sent to all pre-registered attendees one week prior to the meeting. The ad will be hyper-linked to your website.

BALCONY CLINGS - \$7,500

Opportunity for placement of company branded cling overlooking the Exhibit Hall entrance. Make attendees aware of your presence at the meeting by securing one of these prime locations for visibility.



REGISTRATION AREA NOTEPADS AND/ OR PENS -

\$3,500 EACH | \$7,000 (Exclusive)

Notepads and pens are placed in the Registration area and at the Message Center. This highly visible opportunity is a great value. Your support will be acknowledged on signage, in the Annual Meeting Program, the ASCB Newsletter, on the website, and on the Mobile App.

*Price does not include purchase, production, or delivery.

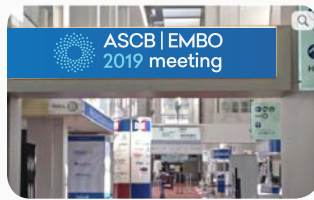
HOTEL ROOM KEYS - \$5,000 (Exclusive)

Promote your brand to all attendees staying at the headquarter hotel for the 2019 ASCB|EMBO meeting. Your company name and logo will be visible every time their key is used! Your support will be acknowledged in the Annual Meeting Program, the ASCB Newsletter, on the website, and on the Mobile App.

*Rights only. Supporter is responsible for production and delivery of key card.

HANGING BANNERS IN CONCOURSE - \$5,000

Reach attendees with your message with a Hanging Banner located in prominent areas throughout Concourse A and B of the Walter E. Washington Convention Center.



Digital Advertising - Call for pricing and availability

TRAVEL GRANTS - \$2,750

Help undergraduate and graduate students, postdoctoral fellows, underrepresented minorities, international attendees, or junior faculty from teaching-intensive institutions attend the ASCB|EMBO meeting. Your support will be acknowledged in the Annual Meeting Program, the ASCB Newsletter, on the website, and on the mobile app.

ABSTRACT SYSTEM BANNER AD - \$2,500

Reach attendees before the meeting with your customized banner ad prominently displayed across the Abstract Submission System, which opens in June – that's six months of visibility! Your ad will be clickable and allows your organization to generate powerful leads before the meeting even starts.

WINDOW CLINGS - \$1,750

Located in Concourse A and B overlooking the Exhibit Hall, Window Clings offer high visibility within everyone's budget.

Right of first refusal to incumbent sponsors through April 1, 2019.

Opportunities under \$1,000

AD IN "BEFORE YOU GO" ATTENDEE EMAIL - \$900

Place a 275 x 100 pixel clickable ad in the "Before You Go Email" sent to all registered attendees one week prior to the meeting by ASCB. Ad placements are determined in the order received, and space is limited.

UPGRADED EXHIBITOR LISTINGS - \$650

Stand out in the Mobile App, online, and in the printed Annual Meeting Program by upgrading your exhibitor profile listing. Upgraded Exhibitor Listings include double the character length of company and product descriptions and logos in the printed program, plus press releases, product photos, and corporate videos designed to draw attention to your listing and help drive traffic to your booth!

SCAVENGER HUNT - \$900

Draw attendees with this booth traffic driving game! Attendees will search the Exhibit Hall for participating companies in hopes of receiving a stamp that will lead to their chance in receiving a prize.

PRE- AND-POST SHOW MAILING LISTS - \$850

Both pre-show and post-show mailing lists are available. Use our pre-show mailing list to reach attendees in advance. Give them a reason to visit your exhibit booth and attend your Tech Talks. Boost your ROI by continuing to connect with attendees using the post-meeting mailing list. One-time use only. These are postal mailing lists do not include email addresses. The list will be sent to your third-party mail house after approval of your mail piece.

PROMOTE YOUR IN-BOOTH TALK - \$500

Holding talks in your conference style booth? Promote your In-Booth Talk in the Annual Meeting Program (subject to abstract approval). Listing includes title, presenter, and up to 50-word description. Deadline for inclusion in the Program is September 4.

LITERATURE RACK - \$600

Display your literature at the front of the poster aisle of your choosing at the ASCB|EMBO meeting. This is a great opportunity to gain visibility near poster topics that relate to your brand. The Literature Rack will be available to use all three days of the meeting, however, must be stocked by the exhibitor.

Right of first refusal to incumbent sponsors through April 1, 2019.

Exhibit Hall & Convention Center Opportunities



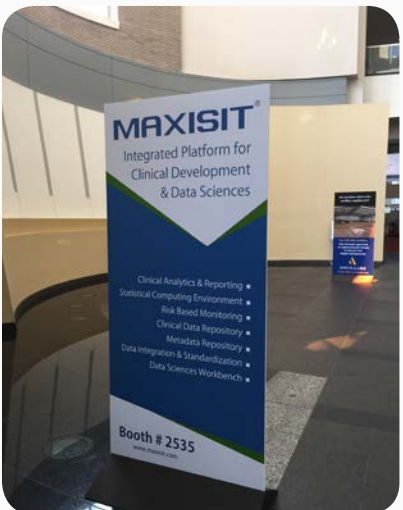
Charging Kiosk



Table Cling



Hanging Banner



Meterboard Sign

AISLE SIGNS - \$5,000 (Even or Odd) | \$9,000 (Exclusive)

Your logo will be displayed on even or odd aisle signs within the Exhibit Hall to ensure that attendees will see your branding as they navigate the hall.

CHARGING KIOSK - \$6,000

Includes a custom branded screen and wrap, Charging Kiosks will allow attendees the chance to “recharge” during their days at the meeting.

POWER LOUNGE - \$5,000 (Exclusive Opportunity)

Let attendees recharge their device and themselves while at the meeting. This popular lounge is located in the middle of the Exhibit Hall and will display your logo on the table and your printed material. Your support will be acknowledged in the Annual Meeting Program, the ASCB Newsletter, on the website, and on the Mobile App.

TABLE CLINGS ON HIGHBOYS IN THE EXHIBIT HALL - \$5,000 (Set of 10 tables)

HighBoy tables will be placed throughout the two main 20' cross aisles that span the Exhibit Hall. Place your branding on one or multiple sets of these tables and capture the attention of attendees while they are relaxing, dining, meeting with others, or just passing by as they travel throughout the hall.

HANGING BANNER IN THE EXHIBIT HALL - 10'X10' - \$4,000 | 10'X20' - \$5,750

CARPET INLAY - \$3,500

Make an impression with your company branding and messaging on a 8'x8' carpet inlay as attendees explore the Exhibit Hall.

FLOOR STICKER - \$2,500

Grab the attention of attendees in the Exhibit Hall with a 6'x6' floor sticker placed in a prominent location.

METERBOARD SIGNS - \$1,250 (One) | \$3,000 (Set of three)

Gain visibility and reach attendees in the Exhibit Hall with a custom message that will be placed in one of the high-traffic areas. Meterboards are double sided.

RIBBON WALL - \$7,500 (Exclusive Opportunity)

Meeting attendees will be able to customize their name badges with ribbons highlighting their achievements at the Ribbon Wall. The Ribbon Wall will be located in a prominently displayed, high-trafficked area, near registration. Your support will be recognized on a Ribbon wall signage, a custom floor sticker at the base of the Ribbon Wall, in the Annual Meeting Program, the ASCB Newsletter, on the website, and on the Mobile App. Your organization will be able to supply material to stock a Literature Rack located adjacent to the Ribbon Wall.

POSTER SUPPLY COUNTER - \$2,000

Your company's branding will cover the kick panel of the Poster Supply Counter, which provides much needed push pins for poster presenters. Your support will be acknowledged in the Annual Meeting Program, the ASCB Newsletter, on the website, and on the Mobile App.

Right of first refusal to incumbent sponsors through April 1, 2019.

Mobile App

65% of all ASCBIEMBO meeting attendees use the Mobile App before, during, and after the meeting. Mobile App opportunities are an EASY way to connect with attendees.

MOBILE APP - \$10,000

As primary supporter of the Mobile App, your ad will be displayed on the Mobile App splash screen with a direct link to your corporate website. Your support will be acknowledged with signage in the Registration area, in the Annual Meeting Program, the ASCB Newsletter, and on the website.

MOBILE APP BANNER AD - \$1,750

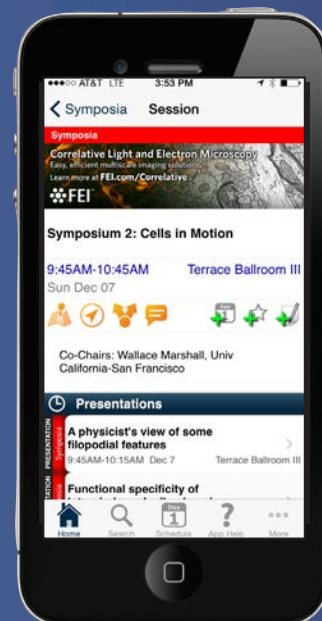
Gain visibility before, during, and after the meeting with a banner ad on the Mobile App directed to your corporate website.

MOBILE APP PUSH NOTIFICATION - ONE - \$500 | THREE - \$1,200

Bring attention to your brand and drive traffic to your booth in DC with a Mobile App push notification. Limited slots per day are available and are on a first-come, first-served basis.

MOBILE ALERT FOR TECH TALK - \$375

Right of first refusal to incumbent sponsors through April 1, 2019.



65%
of meeting attendees
use the mobile app

Support the Sciences



Attendees at Microsymposia



Workshop



Tech Talk

• **SYMPOSIA - \$5,000**

- Align your organization with leading-edge science and draw in thousands of attendees!
- Eight major scientific Symposia talks are presented Sunday–Wednesday, four of which are non-competing. The Symposium chair will acknowledge support from the dais, and the supporter’s logo and name will appear in the *Meeting Program*, *ASCB Newsletter*, on the website, and in the Mobile App.

• **MINISYMPOSIA - \$3,750**

- Attracting 300-800 attendees per session, Minisymposia are held each afternoon Sunday–Tuesday and Wednesday morning. Minisymposia titles will be announced in September. Your support will be acknowledged by the co-chair from the dais, the supporter’s logo and name will appear on the lectern, on signage at the door, and the supporter’s name will appear in the *Meeting Program*, *ASCB Newsletter*, on the website, and in the Mobile App.

• **MICROSYMPOSIA - \$1,500 per session | Two - \$2,500 | Three - \$3,000**

- Six short oral presentations are presented in each Microsymposium from 11:00 am to 12:00 pm, Sunday–Tuesday. Your support will be acknowledged on signage outside the room and in the Registration area, from the dais, and supporter’s name will appear in the *Meeting Program*, *ASCB Newsletter*, on the website, and in the Mobile App.

• **WORKSHOPS - \$3,500**

- Your organization can support these important and highly attended scientific sessions presented during the meeting. Your support will be acknowledged from the dais, and the supporter’s logo and name in the Meeting Program, *ASCB Newsletter*, on the website, and in the Mobile App.

• **EXHIBITOR TECH TALKS - \$1,850-\$3,850**

- Exhibitor Tech Talks are one of the main draws to the Exhibit Hall and provide an effective means for scientific or educational interaction with attendees. Each Tech Talk lasts one hour, with your choice of seating for 50 or 200. Tech Talks include AV support, internet connection for the presenter, and the option to purchase food and beverage. Abstracts will be included in the Mobile App, meeting webpage, and in the Meeting Program.

• ***Available on a first-come, first-served basis.**

• **CAREER DEVELOPMENT PROGRAM THEATERS- \$20,000 per theater**

- The theaters will be branded with supporter’s company name and visible on the banner hanging above the Theater. All programs in theater are related to career development and run from 9:00 am to 3:00 pm, Sunday–Tuesday. You will have an opportunity to leave materials such as flyers or brochures, on a table within the theater. Your support will be acknowledged on signage outside the room and in the Registration area, from the dais, and supporter’s name will appear in the Meeting Program, *ASCB Newsletter*, on the website, and in the Mobile App.

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